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A social platform that incentivizes
community and event participation.

www.webblen.io

Introduction.

Throughout history, communities have been shown to be a driving force for health and growth within a society. A group that is well connected to those around them is able to provide support and guidance to individuals, helping others cope with the stresses and challenges of everyday life.

Thanks to the birth of social media, we are able to connect with each other and join communities more easily than ever before. Platforms like Facebook allows users to connect with those around them, and platforms like Twitter, Reddit, and YouTube allow users to consume preferred content with like-minded individuals. In the process, the way content is created, distributed, and consumed has been revolutionized. Though the entertainment value of these platforms have an incredible influence on society today, we have seen the negative consequences it has on our social behavior.

Social media has contributed to a multitude of mental health issues that ultimately hurt

community members in the long run (1). Social alienation and atomisation, the “isolation of individuals”, fundamentally undermines societies by breaking the social fabrics of real-life communities (2). It’s not a huge surprise, either. How are we able to truly connect and communicate effectively with those around us if our replacement for human interaction is looking at words and pictures on a screen? This is further exacerbated by technology companies tailoring the application to make it as addictive as possible. They do this by engineering the platform to give dopamine spikes with likes, animations, and notifications at the perfect time.

What are the consequences of this? We are left feeling empty, sad, and unfulfilled. Instead of finding other ways to cope with these feelings, many of us turn back toward the instant gratification of dopamine hits from our preferred social media and continue the cycle. It is the lack of authentic social connections that lead to a variety of health issues such as chronic loneliness, anxiety, and depression.

How do we fix this?

What if there was a way to incentivize people to get out more? What if there was an option that encourages people to do more, see more, and get more out of life? How can we encourage people to become engaged in their community to further promote societal and personal health, growth, and involvement?

We incentivize being involved in the community.
We reward you for being human.

How Webblen Fixes the Problem.

Webblen aims to fix the issues that modern social media presents by being **the world's first community building platform that incentivises community participation.**

Webblen is a community building platform that builds bridges between people who have similar interests while solving the issues of decreased social interaction, as well as cultivating an increase in community involvement. In a nutshell, Webblen pays users to be involved in their community. Whether the user is partying, volunteering, or shopping at a garage sale, as long as the event is hosted on the Webblen platform, the user is making money. In the end, people are rewarded for doing things with other people in their community.

How It works.

Using The Ethereum Network to Create Something Great

Webblen is a platform that rewards users for participating in events within their communities. The software uses the Ethereum blockchain to encourage community building and social interactions with cryptocurrency rewards. With its accounting system, rewards are ensured to reflect each user's contribution. Using Ethereum, companies, developers, and entrepreneurs have the ability to create custom Smart Contracts and Tokens in order to direct a desired type of user behavior and distribute rewards for contributing to the platform. Webblen makes use of this available technology to provide the following services to its users:

1. Provide an effective means for event creators/hosts to advertise their events
2. Provide a platform for users to find interesting and unique events to attend
3. Promotion of high-quality events and event hosts
4. Distributing profits for attendance and involvement

Platform Assets

Webblen (WBLN) - Tradeable Tokens

WBLN is the liquid currency of the platform. It can be transferred, spent, or withdrawn into another wallet. When the worth of Webblen goes up due to demand, users earn more.

Attendance Power (AP): Payout Influence/Platform Ownership

AP, or Attendance Power, is the concentrating force on the Webblen platform. When you earn rewards for event organizing and attendance, part of a user's payout is paid in AP. Increasing AP is equivalent to increasing one's "worth" within the platform. This allows for users to gain more control over their payouts by either investing time or resources. The higher a user's AP, the higher the value of his or her attendance. Due to one's participation on the platform, they can influence the worth of events based on how many "high worth" users attend. It also gives users a virtual stake in the future growth of Webblen and its economy, since most of the new currency tokens awarded and created are paid out to those with the highest amount of AP. However, AP is capped at a certain number as to limit how much power a single user has on an event's award distribution. Thus, a user's AP is an indicator of how involved a user is on the Webblen platform.

Attendance Power is also a built in control system used to limit the amount of events a user can check into in a given time. Like a gas tank, attending events depletes the amount of attendance power owned at a given time. Once you are out of AP, you must wait until your attendance power has been regenerated (which occurs automatically over time). This not only incentivizes users to attend events that align with their

interests over random events that they may not care about, it also prevents exploitation of the platform by checking into every event possible to maximize the amount of Webblen made in a given time.

The Birth of a Social Economy -- How it works, Step by Step

Webblen allows for users to get paid rewards for being involved on the platform through attending events. Here's a step by step guide to the process:

1. An Event is Posted by a User

The cost of posting an event is determined by the radius it is broadcasted to the community surrounding it. The smallest distance an event can be broadcasted is 250 meters/0.15 miles and the largest distance being 10 kilometers/ 6.2 miles. The cost also fluctuates in times of high-use and demand. Low use would stimulate higher payouts to incentivise event participation and creation, and high use would slightly decrease the payouts as to limit the amount of Webblen being rewarded at one time. However, for most circumstances, users would rarely see these implications affect their payouts.

Once an event is broadcasted, users with a possible interest in the event and within its broadcasting radius will be notified and have the ability to view the event either from our platform's feed or map. From there, people can see the information about the event and choose to check in if they're within the chosen radius during the event's running period.

2. Attending the Event

Event payouts are calculated according to the attendance of the event. If a user is within the proximity of where the event is taking place, they can log their attendance. Once the event is over, the event's value is locked and the accounts of those who attended are logged onto the Webblen platform showing their "Proof of Attendance". This is also crossmatched with previous events and other information to verify a legitimate attendee.

The value of the event is calculated according to the weighted sum of Webblen used to post an event on the platform, Attendance Power of all the attendees, as well as how much additional Webblen the event creator wants to add to the payout pool. In the event that an event creator wants to spur participation and increased attendance to their event, they can do so by putting more Webblen into the payout pool to increase overall payouts for each user checking into that event.

The more users that attend an event, the more that is distributed. Depending on the type of event and how much is spent by the event creator, these numbers can fluctuate, but events with high-AP users and events with a high-amount of participants tend to pay out more, occasionally taken from the Webblen treasury. This can also be increased by marketing events like “double Webblen Fridays” where a special event begins for a given amount of time and doubles all payouts, derived from the Webblen treasury.

3. Show Me the Money

For events paid for by an event hoster, the user-payouts are determined by taking 98% of the cost of hosting an event on the platform, and distributing it among users based on the aggregate Attendance Power, as described. The remaining 2% will be used for upkeep of the network, continuing development of the platform, and marketing. This is a win-win situation: users are rewarded for their attendance with a token payout, and event creators get people through their doors.

For free mini-events, there is a fixed amount of Webblen supplemented by the platform to encourage small get-togethers and increased participation on the app. This is seen as a form of marketing and will be taken from the Webblen treasury.

As the platform grows, the team will continue to draw from the account treasury to fund special events where users awards are doubled or tripled as to increase payouts. This would be funded by the 2% tax, and would continue to circulate through the platform itself, creating the first ever “social economy.”

The Social Economy is Born

With Webblen, communities benefit from their own sociability. Events that innately have no monetary value, such as volunteering or community service, become worth something. There is now a financial incentive to get out and cultivate a community about something you care about. With Webblen, a tangible social economy is created.

The Implications of Webblen

Profiting from a “Proof of Attendance” platform opens the doors for many more revolutionary opportunities. This creates an incentive to being involved and contributing to your community. Users can profit from any organized event, regardless of if it’s a party, concert, conference, or charity event. As long as there are people, there is value.

This also has huge implications of bringing cryptocurrency adoption into the average person. Because the average user won’t know about the inner workings of the app before use, the Webblen platform allows for those interested in getting paid for being involved in their community to learn about the use cases of cryptocurrencies and how it can change the way the world works. This is a huge step

Capital Contributions

-- Where's the Money Coming From?

Webblen uses a multifaceted approach in order to attract capital to the platform: ownership, purchases, and advertisements. Those with ownership win with the growth of the platform and lose with its shrinkage. Though the token is, by definition, a utility token, usage is important for the growth of the platform due to the nature of demand directing the price of the token, and thusly the economic worth of the token.

Businesses and event creators must pay in order to post events for users to see within a certain mile radius. The purchase scales with size -- a large event radius will cost more than a small event radius. As described, a portion of the Webblen used is held by the platform, and the rest is distributed among the event attendees, creating a functional economy. The Webblen then takes on a velocity as it's spent on the platform. Transactions like creating an event, cashing out for a gift card or coupon, or even tipping other users costs Webblen to do, and is minimally taxed to keep the platform going.

Additionally, advertisers desire a platform where their ads can be effectively conveyed to a group of people who are within their target market. Businesses like Facebook play into this very effectively with their ability for ad publishers to market directly to communities who have similar interests. We aim to replicate this unique ability by being open and honest with our users, and paying them for their metadata. When targeted advertisements are rolled out, Webblen will ask all users if they agree to be given ads based on their preferences. If they agree, Webblen will serve targeted ads, but pay users a portion of generated ad revenue from the platform itself. This serves as an open and transparent way to

create a platform for businesses to publish ads to only those who are interested (saving time and money) while paying a "dividend" to the user base, similar to the Basic Attention Token's platform and structure (3).

Webblen App Features

The Webblen app is currently available for download on iOS and Android for interested investors wanting to check out the platform. Depending on where you are located, all of the features may not be available, such as checking into events, because Webblen hasn't rolled out into all cities yet.

Attendee Features

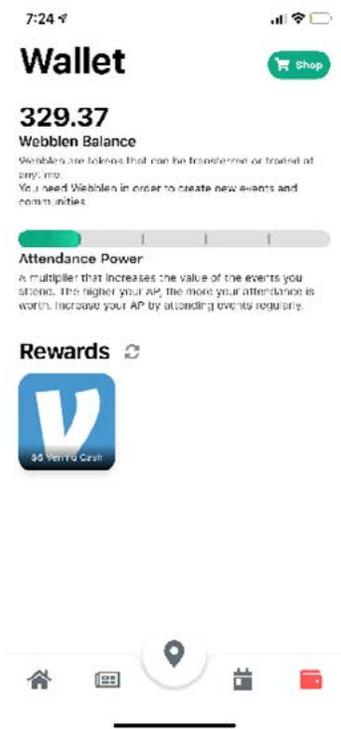
Users who plan to use the Webblen app as an attendee of events have access to a multitude of features. Users can check into available events with the main button on the bottom. If there are any available events to check into, the button glows red. Users can also view upcoming events and see if they have garnered any attention within the community. If users have a particular topic that they enjoy, they can check out the available Webblen communities by tapping on the Discover button and following communities that they are interested in. If there are none, or a person wants to create a unique community, they can do so by clicking the "create a community" button and inviting 2 or more other users to that community.

Once they have joined, the community becomes its own group for organizing its own events and becomes a hub for other users who are also interested in the topic of that community, similar to a dedicated subreddit on Reddit. Users can also view local news and posts about what's going on in their community, as well as add friends and message other users on the app. If users of the platform want to create a "mini event", they can create a free event for their friends. This is free to do, but payment is minimal due to the fact that the Webblen payout is covered by the treasury and used as a form of marketing fee to maintain user engagement.

Once a user has accumulated enough Webblen from attending events to cash out, they have a few options. They can choose

to exchange Webblen for a gift card, coupon, virtual cash equivalent (such as Venmo or Cash App), or other cryptocurrency reward such as Bitcoin or Ethereum. They can also choose to withdraw their Webblen from the app into their own Ethereum wallet. Once the account and transaction have been verified to prevent fraud, the Webblen will be deposited into a user's wallet.

Among other things, features like geo-chat, user tipping, and ticketing are in the works for the Webblen application. Our goal is to make the platform its own "social economy" run by users with the token of exchange being the Webblen token, a derivative of human event attendance and attention.



Screenshots

Event Creator Features

Event creators have a variety of features available for use to market their event, but the main way is to create an event on the Webblen platform. Event creators can purchase Webblen from the application for use on the platform. Depending on the radius of the event and other marketing features desired to maximize attendance, the creator pays a fee to advertise the event on the platform. A majority of this is distributed among the attendees and given away as attendance rewards.

A special type of event creator, called a Community Builder, is currently being tested for the Fargo and Grand Forks, North Dakota communities. A community builder is a power user that is well known within a certain community. If appointed to a Webblen Community Builder, that user or community has the ability to make money for each successful event thrown, as defined by an algorithm that takes into account

the amount of Webblen put into the event, as well as the amount of attendees who check into that event. If the amount of attendees reaches the breakeven point, the community builder makes the invested amount of Webblen back, and is scaled up to reward a net-positive bonus in the event that the event garners more attendees than that pre-chosen breakeven number. (insert graph of community builder rewards system below).

As this is a non-zero sum system, the additional Webblen is taken from the Webblen treasury as a marketing fee to increase participation on the application. Each community builder is hand chosen by the Webblen team as to control the rate of payouts. Because a majority of events on the platform will be conventional events sponsored by a group of people or a business, the team will fund this community builder system from the small fees that keep the platform going.

Webblen Marketing/Adoption.

Post-ICO Marketing Plan

Expanding the use of the application is the main focus following the Webblen ICO. Creating advertisements that target the younger demographic who will want to take full advantage of the app will be key, as well as continuing to market the app on social media. With a larger budget comes bigger moves into larger cities, which will be a target for expansion. Making partnerships with businesses in these large cities will be key to the grassroots growth and development, which will inevitably turn to growth in the social economy overall.

TEAM.

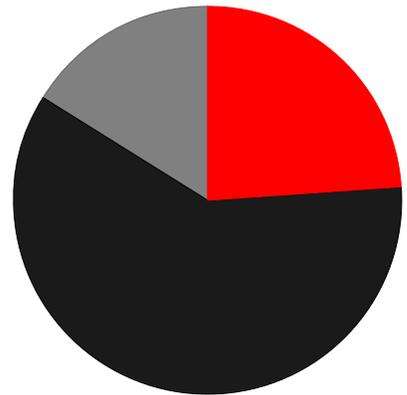
- Mukai Selekwa - CEO and Founder
- Nate Thoreson - CMO and Co-Founder
- Austin Braham - CSO and Co-Founder
- Carter Razink - Token Specialist
- Elizabeth Moore - Graphic Design
- Qomoo Atomsa - Networking Officer
- Mark Fitzgibbon - Token Advisor
- Roy Blackstone - Token Advisor
- Barbara Nelson - Technical Advisor

Token Sale Allocations and Information.

Token Distribution Allocations

How all created Webblen tokens will be divided:

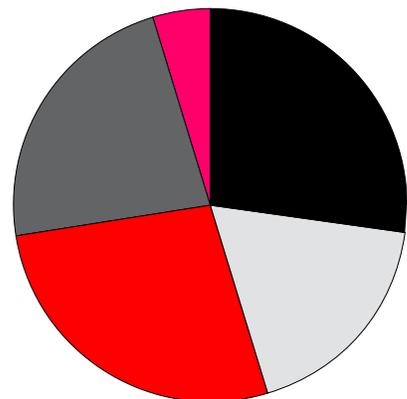
- **24%** of tokens will be distributed within the ICO
- **60%** of tokens will be held by Webblen LLC within a treasury that will be used for expansionary strategies
- **16%** of tokens will be distributed to the team and initial investors



Raised Funds Allocations

Of the funds raised, the total funds will be divided up as so:

- **30%** of funds will be used for marketing
- **20%** of funds will be used for the application development
- **30%** of funds will be held by Webblen LLC, around 10% held for long term storage in the event that we face an economic cryptocurrency downturn and 20% will be held for cash on hand
- **25%** of funds will be distributed by the team and initial investors
- **5%** of funds will be used for a bug bounty program



Links & Support.

[The Problems With Social Media](#)

[Lonliness in the 21st Century](#)

[BAT](#)

[The Cost of Lonliness](#)

[Webblen.io](#)